CLAIMS

1. (Previously Presented)   A system for on-line creation of printable product, the system comprising:

at least one server accessible via a computer network, said at least one server storing defining data defining a plurality of printable products including one or more design elements, and a first program providing modification functions within a web browser program for modifying defining data which is downloaded from the at least one server by the web browser program, and assembly functions for assembling a printable product suitable for printing;

a client computer for accessing said server, wherein said at least one server downloads said first program and said defining data to said client computer; and

a printer operatively coupled with said client computer, wherein said first program assembles printing data for printing the printable product on the printer;

wherein said client computer includes a web browser program for accessing said web server, and wherein said first program enables the modification functions within said web browser program;

wherein said first program controls the downloading to the client computer of the defining data that defines a selected printable product, said defining data defining at least one of: graphical elements, text elements, and formatting data associated with the graphical and text elements;

wherein said assembly of printing data by said first program includes at least one of: resizing, scaling, division into panels that anticipate printing in a desired printing format;

and wherein said modification functions of said first program includes modification of at least one of the design elements selected from the group of: font, color, alignment, position within a panel, adding a design element, and deleting a design element.

2. (Original) A system according to claim 1, wherein said plurality of printable products includes at least one of: announcements, banners, business cards, calendars, greeting card, certificates, craft cards, envelopes, gift tags, invitations, labels, message cards, origami, postcards, posters, stationary and stickers.

3. (Original) A system according to claim 1, wherein said client computer includes a browser program for accessing said web server, wherein said first program enhances the functionality of said browser program.

4. (Original) A system according to claim 3, wherein said first program controls the downloading to the client computer of the defining data that defines a selected printable product.

5. (Original) A system according to claim 1, wherein said defining data defines at least one of: graphical elements, text elements, and formatting data associated with the graphical and text elements.

6. (Original) A system according to claim 1, wherein said system further comprises a printer associated with said client computer.

7. (Original) A system according to claim 6, wherein said first program assembles printing data for printing the printable product on the printer.

8. (Previously Presented) A system according to claim 1, wherein said assembly of printing data includes at least one of: resizing, scaling, division into panels that anticipate printing in a desired printing format.

9. (Original) A system according to claim 1, wherein said modification function of said first program include modification to at least one of: font, color, alignment, position within a panel, adding a design element, and deleting a design element.

10.   (Currently Amended) A ~~computer usable medium~~ plug-in program having computer readable program code means embodied therein for creating, modifying and printing of a printable product, the computer readable program code means comprising:

        means for downloading data defining the printable product;

        means for modifying a browser program on a personal computer of a user to allow the user to edit the data defining a printable product within the browser program;

        modification means for modifying the defining data; and

        print formatting means for formatting the defining data for printing.

11.   (Original)   A computer readable program code means according to claim 10, wherein said modification means includes means for manipulating one or more design elements.

12.   (Original)   A computer readable program code means according to claim 11, wherein said design elements includes at least one of: text, graphics, audio and video.

13.   (Original)   A computer readable program code means according to claim 10, wherein said print formatting means performs at least one of the following functions: resizing, scaling, and division onto panels associated with a fold format.

14.   (Previously Presented)   A method for generating a printable product using an online system accessible via a computer network, the method comprising:

        storing on a server accessible via the computer network, defining data a plurality of printable products including one or more design elements;

        storing on the server a first program to enhance the functionality of a web browser program by providing a web browser with modification functions for modifying the defining data and assembly functions for assembling a printable product suitable for printing, wherein the assembly and modification functions occur within the web browser program on a client computer; wherein said first program controls the downloading to the client computer of the defining data of a selected printable product, and wherein said defining data defines at least one

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of the design elements selected from the group of: graphical elements, text elements, and formatting data associated with the graphical and text elements;

downloading the first program to the client computer accessing the server through the web browser program, to provide for the user modification and printing of a printable product at the client computer via the web browser, using the first program in connection with the web browser to assemble printing data for printing the printable product on the printer, wherein said step of assembling printing data includes at least one of the steps of: resizing, scaling, division into panels that anticipate printing in a desired printing format; and wherein said modification function of said first program further includes the step of modification to at least one of: font, color, alignment, position within a panel, adding a design element, and deleting a design element, and

printing the printable product on a printer operatively coupled to the client computer.

15-22. (Cancelled).

23.   (Previously Presented)   A system for enabling a user to create and print a social expression product over a computer network, comprising:

a web server;

a personal computer of the user having means for communicating with the web server over the computer network;

a web browser located on the personal computer of the user;

a database containing defining data defining a plurality of printable products including one or more design elements;

a plug-in program stored on the web server and downloaded to the web browser loaded on the personal computer of the user, the plug-in program providing the user with means for retrieving defining data, means for modifying the retrieved defining data and means for assembling a social expression product on the personal computer of the user; and

a printer operatively coupled to the personal computer of the user, wherein the user is able to print a social expression product at the personal computer of the user.

24.   (Previously Presented)   A system according to claim 23, wherein said storage device is one of a group consisting of a remote storage device, a web server, a personal computer, and a storage medium.

25.   (Previously Presented)   A system according to claim 23, wherein said plug-in program further provides the user with means for adding design elements from an external source, said added design elements created by the user.

26.   (Previously Presented)   A computer readable program code means according to claim 10, wherein said data defining a printable product is stored on one of a group consisting of a remote storage device, a personal computer, and a portable storage medium.